BRANDY MURRAY

FINANCE DIRECTOR | DATA SCIENCE | MACHINE LEARNING

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MOTIVATION

I am passionate about solving business problems using Data Science & Machine Learning. I systematically & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning, and always looking to improve my skill set.

SKILLS & TOOLS

Programming: Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL, R, SAS

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis

Other: Statistics, Github, Data Visualisation, MS Office, Tableau, Jupyter Notebook, AWS, Google Cloud Platform

EXPERIENCE

Capacity Planning Engineer - Salesforce

DECEMBER 2021 - PRESENT

>> ACHIEVEMENTS:

- Created a forecasting dashboard for single orgs using SQL, Google Sheets, and Tableau which allowed insight into how a planned migration would impact the target one year out from the migration date.
- Built a dashboard using a SQL query that allowed monitoring of customer traffic. This dashboard can analyze how migrating an organization from a source to a target would affect the health of both the source and target.

>> DAILY TASKS:

- Monitor instance cell health using KPIs and plan remediations that were allowed given budget constraints.
- Maintain the Production and Sandbox Data Migration program, creating lists of eligible customers.
- Upon creating these migration lists a financial analysis of each migration was done to ensure all financial requirements were met.
- Monitor the number of scratch orgs created to gain insight into the financial needs involved in this new feature.
- Analyze Sign-Up instance health and budget new pods while evaluating expenses for moving to Hyperforce.

Founder - Lone Peak Data Analytics & Business Solutions

NOVEMBER 2019 - JUNE 2022

>> ACHIEVEMENTS:

- Performed an analysis of a client's needs; created dashboards based on the customer personas helping the client increase revenue by over 45% in the first year after implementation of the new solution.

>> DAILY TASKS:

- Delivered customer service to small businesses by engineering dashboards in Power BI to optimize business performance, re-evaluate goals, and prioritize segments of the business model to work towards those goals.
- Developed Business Model plans and then tested each one to evaluate the effectiveness on business goals.

Budget & Fiscal Manager - Montana State University

AUGUST 2016 - JANUARY 2019

>> ACHIEVEMENTS:

- Chaired a strategic planning committee to correct a negative forecast by examining personnel needs and fiscal waste-reducing overall payroll operating expenses by over 30%.

>> DAILY TASKS:

- Monitored a $30 Million operating fund with funds forecasted from four different main sources using Power BI and advanced Microsoft Excel.
- Worked cross-functionally with multiple offices to improve management reporting between departments and streamline HR functions.

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EXPERIENCE CONTINUED

Grants & Contracts Officer - University of Utah

JANUARY 2015 - MAY 2016

>> ACHIEVEMENTS:

- Was promoted to Project Manager for the CCSG Pilot Project, which included overseeing daily fiscal management of four NIH projects & managing a critical membership program.

>> DAILY TASKS:

- Examined 30+ Principal Investigators (PIs) monthly expenses, communicating issues, correcting errors, and providing final reports for senior management.
- Collaborated with the finance department to develop repeatable business, operational, and financial processes creating the widely used Grants Compliance Report using advanced Microsoft Excel.

Business Manager - Montana State University

JUNE 2011 - SEPTEMBER 2014

>> ACHIEVEMENTS:

- Developed a $6 Million budget for nine subcontractors with 100+ different projects.

>> DAILY TASKS:

- Tasked by the Federal Transit Administration to be the Project Manager to create the National Parks Scholar Program. Continued to manage the scholars throughout their time to monitor scopes of work and provide program support.
- Generated bi-monthly financial reports for senior leadership using advanced Microsoft Excel.

EDUCATION

University of Texas – Austin

Post Graduate Program: Data Science & Business Analysis

GPA: 3.8 | Graduated October 2021

Project from the University of Texas:

Used Python including Pandas, NumPy, Seaborn, MatPlotLib, PyPlot, SciPy, and SkLearn libraries to develop a pricing model that predicted the price of used cars and helped the business devise profitable pricing strategies.

Maryville University of St. Louis

Master of Science: Business Data Analytics

GPA: 3.96 | Graduated August 2020

Montana State University

Bachelor of Science: Finance

Bachelor of Science: Economics

Graduated: December 2008

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MOST RECENT COURSE

DATA SCIENCE INFINITY

Actionable Learnings:

- Extracting & manipulating data using SQL.
- Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests.
- Utilizing Github for version control, and collaboration.
- Using Python for data analysis, manipulation & visualization.
- Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation.
- Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time.
- Machine Learning pipelines to streamline the ML pre-processing & modeling phase.
- Deployment of a ML pipeline onto a live website using Flask & Heroku. Turning business problems into Data Science solutions.

PROJECTS

Grocery Delivery Optimization

- Created & applied a Genetic Algorithm in Python to search out a near-optimal route across 10 addresses. This led to estimated savings of up to 50% in both delivery time and fuel consumption over a route based on transaction order alone. This approach could be utilized across many industries as a way to find more optimal solutions.

"You Are What You Eat" Customer Segmentation

- Used k-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions